

Traffic Order# 1332625

Printed: 08/25/2012 1:03 PM
Last Received: 08/14/2012 9:32 PM
Showing Buylines: All Lines

1 of 3

Station	WPGH-TV PITTSBURGH, PA
Advertiser	() POLITICAL
Product	MARK CRITZ FOR CONGR
Estimate#	2432
Buyer	AMY MILLS
Phone#	
Fax#	

Agency () LUC MEDIA
25 WHITLOCK PLACE SW, 2ND FL
MARIETTA, GA 30064
Agency C/P1/P2/E //2432
Flight Dates 10/15/2012 - 10/21/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () KATHRYN SARDINSKY
Salesperson Phone# 202-955-5342
Salesperson FAX#

--- CONTRACT COMMENT ---

CRITZ FOR CD-12 NEEDS 20 MIN SEP *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

YOU NEVER RESPONDED TO SOCS SENT ON VERSION 2 REGARDING
SPOTS NA ON LNS 7 AND 8.
THANKS,
ANDREW

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
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1	10/15-10/20	10P-1030P	NEWS	:30	\$745.00	M-SA	2	1	2	\$1,490.00
	Buyline Comment: B/T 2 + 3 CAN'T RUN AFTER MLB									
2	10/21-10/21	10P-1045P	NEWS	:30	\$745.00	SU	1	1	1	\$745.00
	Buyline Comment: B/T 2 + 3									
3	10/15-10/19	6P-630P	BIG BANG	:30	\$595.00	M-F	2	1	2	\$1,190.00
	Buyline Comment: B/T 2 + 3									
4	10/15-10/19	630P-7P	2.5 MEN	:30	\$595.00	M-F	2	1	2	\$1,190.00
	Buyline Comment: B/T 2 + 3									
5	10/15-10/19	7P-730P	BIG BANG	:30	\$895.00	M-F	2	1	2	\$1,790.00
	Buyline Comment: B/T 2 + 3									
6	10/15-10/19	730P-8P	2.5 MEN	:30	\$795.00	M-F	2	1	2	\$1,590.00
	Buyline Comment: B/T 2 + 3									

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7	10/20-10/20	7P-730P	BIG BANG	:30	\$295.00	SA	1	1	1	\$295.00
	Buyline Comment: B/T 2 + 3									
8	10/20-10/20	730P-8P	2.5 MEN	:30	\$295.00	SA	1	1	1	\$295.00
	Buyline Comment: B/T 2 + 3									
9	10/15-10/19	1P-2P	DIVORCE COURT	:30	\$70.00	M-F	2	1	2	\$140.00
	Buyline Comment: B/T 2 + 3									
10	10/15-10/19	2P-3P	JUDGE JOE BROWN	:30	\$85.00	M-F	3	1	3	\$255.00
	Buyline Comment: B/T 2 + 3									

---REPORT TOTALS---

Report Totals: 18 / \$8,980.00

---SALES MONTHLY TOTALS---

Oct 12: 18 / \$8,980.00

Sales Totals: 18 / \$8,980.00

Station Totals: 18 / \$8,980.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$99,778	CABL	0%	KDKA	36%	UNKN	0%	WPCW	2%	WPGH	9%
		WPMY	0%	WPXI	30%	WTAE	23%				

---COMPETITIVE COMMENTS---

WPGH = 10620

WTAE = 27920

WPXI = 37280

KDKA = 44795

WPCW = 2440

TTL = 123055

Rep Order# 9762798 Ver# 4 Status Returned
EC'd Yes

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Books null
Demos RA35+